

GRANDE PRAIRIE REGIONAL COLLEGE
BUSINESS ADMINISTRATION
BA 2010 – Advertising and Sales Promotion – Winter 2003

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Office Hours: 1:15 – 2:15 p.m. Wednesdays or by appointment, or on a drop-in basis if I'm free.

Course Description:

This course examines the principles that contribute to the influence of advertising, and surveys the formulation, implementation and evaluation of advertising and sales promotions programs.

Required Text:

●Tuckwell, Keith. (2003). *Canadian Advertising in Action: Its Role in Integrated Marketing Communications (Sixth Edition)*. Toronto: Prentice Hall.

Prerequisite:

●BA 1090 or consent of the instructor.

Course Format:

●BA 2010 consists of three hours of instruction weekly. The class work will include lectures, class discussions, group work, simulations, viewing film footage of related topics, and student presentations.

Grading:

Grande Prairie Regional College, as of Sept. 2003, uses the alpha grading system -- a 12 point scale utilizing the 4-point equivalence. See the College Calendar for a description of the new grading system.

Course Objectives:

- To appreciate the enormous role and powerful influence advertising holds in the marketplace and in society.
- To comprehend the necessity of starting with a clear idea of the firm's marketing objectives before advertising and sales promotion strategy is developed.
- To stress the importance of marketing, advertising and sales promotion research in all phases of the advertising and sales promotion functions .
- To provide the student with the steps necessary to provide professional advertising and sales promotion.
- To assist the student in understanding that advertising and sales promotion results will depend upon a combination of research, creativity, and timing.
- To introduce the student to the complex considerations in planning and executing a successful advertising and sales promotion campaign.

Course Policies:

- Assignments are due on the dates set by the instructor. If you feel you have a valid reason for an extension, please request the extension prior to the due date. Unauthorized late assignments will have a 10% per day late penalty applied to the assignment grade.
- Should you not hand in an assignment in class, when due, the following procedures should be followed:
 1. Remind the instructor that your assignment has not been completed; confirm the date you will complete the assignment.
 2. If word-processed, print yourself a copy to keep in your files, and be sure the assignment has been saved on disc or your hard-drive. If hand-written or typed, photocopy the assignment for your records.
 3. Deliver the assignment to the cashier's office where it will be placed in my mailbox. Under no circumstances should you slide the assignment under my door or place it in the hot box on my door.
 4. Confirm with me that I have received the assignment.
- Should you be unable to attend a class, it is your responsibility to acquire the material missed and to complete assigned readings, in-class work, and assigned homework.
- All assignments must be word-processed or typewritten.
- In addition to the graded course assignments, you will be expected to complete various assignments outside of class. Such assignments will be graded credit/non-credit. To receive a grade in BA 2010, all assignments in this category must be completed.

- Regular attendance is critical for success in BA 2010. Attendance will be taken at every class. Please note that attendance includes arriving to class on time and being prepared by having assigned homework and readings complete.

- The attendance grade will be calculated according to the following formula:

$$\text{Attendance grade} = \frac{1 - \text{unexplained absences}}{.75 \times \text{total classes}}$$

- If you must miss a quiz, advise me prior to the quiz. (A message on my answering machine is fine.) You will then be given the opportunity to write the exam at a later date. An unexcused absence from a quiz will result in a grade of 0.

Course Evaluation

Attendance/participation	10%
Quizzes	20%
Writing Assignments	10%
Creation/design of an advertisement, analysis of the ad, and sale for the program at the 2004 Business Conference -- major project 1.	20%
Advertising analysis -- major project II	20%
Presentations x 2	20%